

Message Text

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FM AMEMBASSY NEW DELHI

TO SECSTATE WASHDC 5215

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AMCONSUL BOMBAY

C O N F I D E N T I A L NEW DELHI 7517

BEIRUT FOR RCAA

DEPARTMENT PASS COMMERCE AND EXIMBANK

E. O. 11652: GDS

TAGS: BEXP, IN

SUBJECT: BOEING SALES PROSPECTS IN INDIA

REF: NEW DELHI 6377

1. BOEING REGIONAL SALES REPRESENTATIVE MIKE FITZGERALD AND JEAN MANECKJI, OF BOEING BOMBAY AGENCY, CALLED EMBASSY JUNE 27. THEY SAID INDIAN AIRLINES CLEARLY HINTED TO THEM THAT AIRLINE HAS CHOSED BOEING 737 OVER SOVIET AND EUROPEAN COMPETITION. ACCORDING TO FITZGERALD AND MANECKJI, INDIAN AIRLINES HAS SUBMITTED RECOMMENDATION FOR PURCHASE OF NINE 737' S TO MINISTRY OF TOURISM AND CIVIL AVIATION. RECOMMENDATION IS NOW UNDERSTOOD TO BE UNDER CONSIDERATION BY MINISTRY AND PLANNING COMMISSION, TOGETHER WITH AIR INDIA PROPOSAL FOR PURCHASE OF FIFTH 747.

2. BOEING HAS TWO PROPOSALS BEFORE INDIAN AIRLINES AT PRESENT. FIRST PROVIDES FOR DELIVERY OF 4 AIRCRAFT FROM OCTOBER AND DECEMBER, 1974. NEWER PROPOSAL ON WHICH AIRLINE RECOMMENDATION
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TO GOVERNMENT IS BASED ADDS 5 MORE PLANES TO LATTER PACKAGE FOR DELIVERY AUGUST- OCTOBER, 1975 FOR A TOTAL OF 9 PLANES. CURRENT BOEING PROPOSALS EXCLUDE ANY TRADE- IN ARRANGEMENT, BUT INCLUDE CERTAIN (PRESUMABLY PRICE) CONCESSIONS IN LIEU OF TRADE- IN ARRANGEMENT.

3. BOEING REPS SAID AIRLINE HAS APPARENTLY DECIDED TO STANDARDIZE FLEET WITH BOEING AIRCRAFT, AND PROSPECTS ARE GOOD FOR SALE OF ADDITIONAL 737' S AS WELL AS 727-200' S IN PERIOD 1977 AND FOLLOWING.

4. INDIAN AIRLINES IS ALSO SHOPPING FOR UP TO THREE PLANES FOR DELIVE DELIVERY SOONEST, ONE TO REPLACE CRASHED 737 AND OTHERS TO MEET URGENT CAPACITY REQUIREMENTS. BOEING REPS SAID INDIANS HAVE LOCATED USED 737 IN SINGAPORE WHICH THEY ARE CONSIDERING. BOEING HAS A COMPANY- OWNED 737 WHICH COULD BE FITTED OUT AND MADE AVAILABLE TO INDIAN AIRLINES IN ABOUT 9 MONTHS, AND WILL BE KEEPING INDIANS IN MIND IF ANY CURRENT 737 ORDERS AR CANCELLED BY OTHER PURCHASERS.

5. FITZGERALD REITERATED HOPE (REFTEL) THAT EMBASSY WOULD SUPPORT BOEING' S EFFORT TO OBTAIN 45-45-10 EXIM FINANCING, AND SAID BOEING WOULD BE GOING TO EXIM SHORTLY TO SEEK A PRE- COMMITMENT ON FINANCING FOR INDIAN AIRLINES.

6. BOEING REPS SAID ABOUT 30 JOURNALISTS SHOWED UP AT PRESS CONFERENCE THEY HELD JUNE 26 TO PROMOTE 737. THEY SAID SESSION WENT WELL. FITZGERALD NOW PLANS ANOTHER TRIP TO INDIA IN ABOUT A MONTH TOGETHER WITH A BOEING PUBLIC RELATIONS MAN TO BE ON HAND FOR MONSOON SESSION OF PARLIAMENT SO THAT BOEING WILL BE ON SPOT TO FURNISH INFORMATION IN CASE INDIAN AIRLINES PURCHASE BECOMES SUBJECT OF PARLIAMENTARY AND PUBLIC DEBATE. SCHNEIDER

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